



Postal Regulatory Commission
Office of the Chairman

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POSTAL REGULATORY
COMMISSION
OFFICE OF THE SECRETARY

5/18/12

Ruth Goldway
Chairman
Postal Regulatory Commission
901 New York Avenue, NW, Suite 200
Washington, DC 20268-0001

Dear Chairman Goldway:

I am writing to express my concerns about the proposed NSA with Valassis.

In our market in northern Michigan, we currently deliver advertising for many of the potential advertisers the agreement is intended to cover. We do that to all occupied households in our 3 1/2 county market through the combination of our daily newspaper and our non-duplicated standard mail TMC piece.

If such an agreement was to be approved for Valassis, it has the potential of shifting those pieces out of our products and into a national competitor. Without extending similarly discounted rates to us, we would not be able to compete with the rates Valassis would be able to offer those advertisers.

This would result in a loss of revenue for us and it would result in a net loss for the USPS as the pieces would be delivered through Valassis at a lower rate.

USPS' direct attempt to divert advertising from newspapers engenders a hostile relationship with good newspaper customers. Add this Valassis proposal to USPS' existing attempts to get postmasters to sell direct mail to local newspaper advertisers, and you have a pretty negative business relationship.

Local advertising markets are plenty competitive enough. USPS' monopoly powers are not needed to make them competitive. Our competition from other print media, broadcast television, cable television, radio, and direct mail including the USPS Every Door Direct Mail program.

I urge the Postal Regulatory Commission to let the competition in the marketplace play out for itself without giving a large national competitor an unfair advantage.

Thank you for your consideration

Sincerely,

Chris Huckle
Publisher